

EC'd Yes Last Received: 09/11/2012 12:02 PM

Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 195
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //195
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 17,475.00
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	10P-1045P	WVBT FOX NEWS	:30	\$500.00	09/17-09/18	2	1	2	\$1,000.00	
				Buyline Comment: WVBT FOX NEWS								
	2	W-F	10P-1045P	WVBT FOX NEWS	:30	\$500.00	09/12-09/14	3	1	3	\$1,500.00	
				Buyline Comment: WVBT FOX NEWS								
	3	SA	730P-11P	COLLEGE FOOTBALL	:30	\$300.00	09/15-09/15	3	1	3	\$900.00	
				Buyline Comment: COLLEGE FOOTBALL								
	4	SA	10P-1045P	WVBT FOX NEWS	:30	\$500.00	09/15-09/15	2	1	2	\$1,000.00	
				Buyline Comment: WVBT FOX NEWS								
	5	SU	10A-11A	FOX NEWS SUNDAY	:30	\$75.00	09/16-09/16	1	1	1	\$75.00	
				Buyline Comment: FOX NEWS SUNDAY								
	6	SU	1P-730P	NFL ON FOX	:30	\$4,000.00	09/16-09/16	3	1	3	\$12,000.00	
				Buyline Comment: NFL ON FOX								
	7	SU	10P-1045P	WVBT FOX NEWS	:30	\$500.00	09/16-09/16	2	1	2	\$1,000.00	
				Buyline Comment: WVBT FOX NEWS								

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Advertiser	() ROMNEY 4 PRESIDENT		138 CONANT STREET	Sales Office	() PHILADELPHIA
Product	MITT ROMNEY		BEVERLY, MA 02494	Salesperson	() ANJIE BRADY
Estimate#	195	Agency C/P1/P2/E	//195		
Buyer	STEPHANIE KINCAID	Flight Dates	09/12/2012 - 09/18/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

---REPORT TOTALS---

Report Totals: 16 / \$17,475.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$17,475.00
Sales Totals: 16 / \$17,475.00
Station Totals: 16 / \$17,475.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$218,438	CATV 0%	WAVY 43%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 8%	WVEC 22%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE